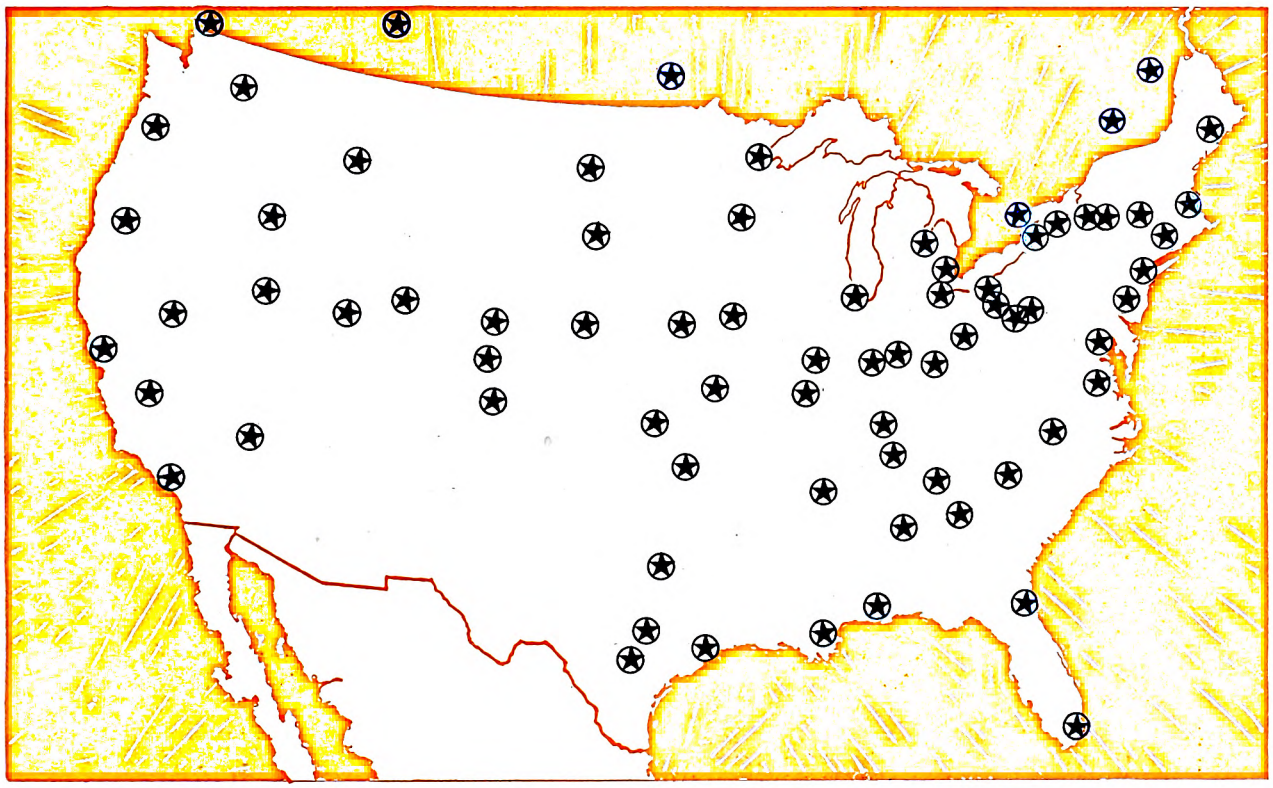
General Jobbers
are Profiting from a Line Constantly Improved



CONSTANTLY renewed selling appeal takes the General Wheelbarrow Line out of the class of staples and makes of it a profitable specialty. And General's inflexible policy of selling only through the jobber-retailer channel assures to the General fraternity of distributors all those benefits which spring from an advanced product.

Because of the recognition of these facts in the hardware field, General representation is growing in strength and numbers.

In all the important jobbing centers of the country are distributors who stock the General Wheelbarrow Line. On the other side you will find a list of General Distributors and three General hardware specialties.

GENERAL WHEELBARROW COMPANY
CLEVELAND

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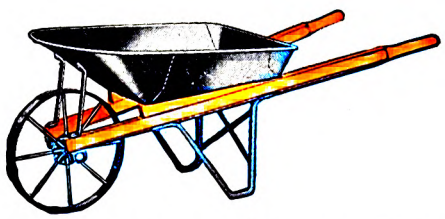
The General Wheelbarrow Line is Complete and Attractive

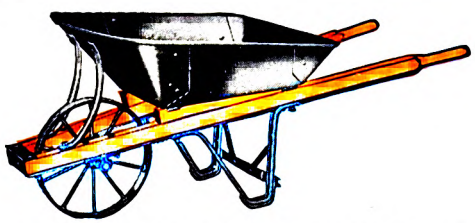
FROM a complete line of General Wheelbarrows for home owners', contractors', and industrial uses, three classes of special interest to the hardware man are shown below.

On this page we can only suggest the advantages of selling, stocking, and handling such numbers as these. General Wheelbarrow Handbook No. 107 and an inspection of the barrows themselves will convince you how far ahead General Wheelbarrows really are.

General Garden Barrows respond to the growing demand for color. They come in beautiful color combinations, and offer unlimited display and sales possibilities.



General "No. 100" is a real leader. A 3 cu. ft. capacity, general purpose, steel leg, steel tray wheelbarrow for the home owner. Strong, permanently tight, beautifully finished, selling at a business-getting price.



General offers you a simplified, inter-changeable line of contractor wheelbarrows with accurate level capacities graduated in half cubic foot sizes: 2, 2½, 3, 3½, and 4.

List of General Distributors

Boston	The Bond Co.
	Bigelow & Dowse
Brooklyn	Igoe Bros.
Schenectady	Clark Witbeck Co.
Syracuse	Syracuse Supply Co.
Rochester	Mathews & Boucher
Buffalo	Buffalo Wholesale Hardware Co.
Philadelphia	Lee T. Ward Co.
Washington	Fries, Beall & Sharpe Co.
Baltimore	John C. Louis Co., Inc.
Norfolk	Empire Machinery & Supply Co.
Pittsburgh	Pittsburgh Gage & Supply Co.
Wheeling	Ott-Heiskell Co.
Cleveland	The W. Bingham Co.
Akron	Hardware & Supply Co.
Canton	Canton Hardware Co.
Cincinnati	Kruse Hardware Co.
Louisville	Laib Co.
Detroit	R. G. Moeller Co.
	O'Neal Tool & Supply Co.
Saginaw	Morley Bros.
Indianapolis	Central Rubber & Supply Co.
South Bend	South Bend Supply Co.
Chicago	H. Channon Co.
Milwaukee	Frankfurth Hardware Co.
Peoria	Isaac Walker Hardware Co.
Davenport	Gierke-Robinson Co.
Birmingham	Young & Van Supply Co.
Dallas	J. W. Bartholow Co.
Austin	Walter Tips Co.
Abilene	Ed S. Hughes Co.
Amarillo	Morrow-Thomas Hardware Co.
Stamford	Penick-Hughes Co.
Tulsa	Gates Hardware Co.
Kansas City	Richards-Conover Hardware Co.
Omaha	Paxton & Gallagher Co.
Denver	Geo. Mayer Hardware Co.
Pueblo	Holmes Hardware Co
Grand Junction	Biggs Kurtz Co.
Minneapolis	Marshall Wells Co.
Duluth	Marshall Wells Co.
Portland	Marshall Wells Co.
Spokane	Marshall Wells Co.
Seattle	Schwabacher Hardware Co.
	Marshall Wells Co.
Bellingham	Morse Hardware Co.
Yakima	Yakima Hardware Co.
San Francisco	Baker, Hamilton & Pacific Co.
	A. J. Glesener Co.
Los Angeles	Brown-Bevis Co.

Pacific Coast Representatives

Hughson & Merton—San Francisco, Los Angeles, Seattle and Denver

GENERAL WHEELBARROW COMPANY

Headquarters for Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Salamanders, Coal Chutes, Agricultural Implements, Plow Shapes, Scrapers, Road Grader Blades

3140 East 65th Street CLEVELAND, OHIO

General
General Wheelbarrow Co Cleveland U S A

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There are Thousands Like Him
Who Ought to Have Wheelbarrows!

HE'LL do it the same way this summer—if you let him. A shovelful at a time! Yet he—and his neighbor, and his neighbor's neighbor, and hundreds more—are going to do without a wheelbarrow this year, or borrow one—if you allow them. Don't allow them! Sell them GENERAL "No. 100."

General
General Wheelbarrow Co.
Cleveland U.S.A.

Remind Home Owners in Your Neighborhood to Buy Wheelbarrows *See the Reverse Side*

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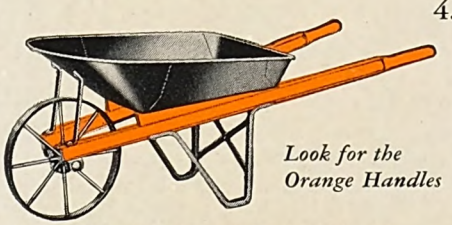
Dealer put your price here

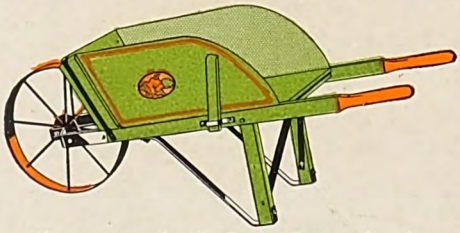
—and Here's a Way to Remind Them

1. *Display GENERAL "No. 100" and the GENERAL Garden Barrow where customers can see them.*
*2. *Put your own price on each.*
3. *Point out the years of service and convenience to be had from so small an investment.*
4. *"Ask them to buy"—NOW.*



Look for the Orange Handles

General "No. 100" has set and maintained a new standard of value in steel tray, steel leg barrows for home use. It has a 3 cu. ft. capacity tray; is strong, permanently tight, and light and easy to handle; and sells at an attractive price.



If you want to handle Garden Barrows, here is another year-ahead General value. General Garden Barrows come in beautiful color combinations. Tremendous display and sales possibilities.

WHAT purchase can a home owner make that will save him so many steps, get his spring and summer work "around the place" done quicker and more easily, and last a lifetime? A lot of John K. Husbands are awaiting just such a reminder from you.

There's a big replacement market open to you, too. Your display will lead scores more to discard their old ramshackle, cumbersome antiques, and buy spic-and-span new GENERAL No. 100's.

So we say—display GENERAL "No. 100" prominently, and get the business. On your floor. In your window. *On the sidewalk.* It's the super-value in the home barrow field that took the wheelbarrow out of the staple class and turned it into a swift-selling, profitable specialty.

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